

ORDER



KLAS

Orders	Order / Rev:	36397
	Alt Order #:	08821731
	Product Desc:	ISSUE
	Estimate:	2602
	Flight Dates:	10/05/12 - 10/11/12
	Original Date / Rev:	06/27/12 / 10/04/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	<u>National Media Inc</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>815 Slaters Lane</u>
		<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	NRCC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV2
	Revenue Codes:	AGY, POL, ISS

New Business Thru:	11/29/08
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	33	\$94,750.00	\$80,537.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$94,750.00	\$80,537.50	0.00
Total	33	\$94,750.00	\$80,537.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$94,750.00
Market	100%	\$315,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$78,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,791.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

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NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$500.00			0.00						
E 3	8	10/07/12	10/07/12	CBS News Sunday Morn@M		CBS Sunday Morni-----S		:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00	
CBS News Sunday Morning																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$2,000.00			0.00						
E 4	8	10/05/12	10/05/12	Live w/Kelly	CM	9-10a				----F--		:30	2	\$850.00	LV2	0.00
Live With Regis & Kelly																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	----F--		2	\$850.00			0.00						
E 5	8	10/08/12	10/11/12	Live w/Kelly	CM	9-10a				MTWT---		:30	2	\$850.00	LV2	0.00
Live With Regis & Kelly																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTWT---		2	\$850.00			0.00						
E 6	8	10/07/12	10/07/12	NFL Reg Season Game@M	NFL Football Reg. -----S					1	\$25,000.00	LV1	0.00	NM	1	\$25,000.00
NFL Football Reg. Season (10:00 AM-4:15 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$25,000.00			0.00						
E 7	8	10/06/12	10/06/12	Sat 4-5p Whacked Sports	CM	4-5p				----S-		:30	1	\$400.00	LV1	0.00
Whacked Out Sports 2X's																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$400.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>						<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2		8 10/01/12-10/07/12	Sat 4-5p Whacked Sports	4-5p						-----Sa--	:30	(\$400.00)	0.00	NM		
See MG 7.3 [Whacked Out Sports not airing (DA)]																
3		8 10/01/12-10/07/12	Eye on Wash/Wall St Jour	5-6a						-----Su	:30	\$400.00	0.00	NM		
(M) MG for 7.2 10/06																
E 8	8	10/05/12	10/05/12	8 News Now 5-630p M-FCM	5-630p					----F--		:30	2	\$1,500.00	LV2	0.00
8 News Now 5-630p M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	----F--		2	\$1,500.00			0.00						
E 9	8	10/08/12	10/11/12	8 News Now 5-630p M-FCM	5-630p					MTWT---		:30	3	\$1,500.00	LV2	0.00
8 News Now 5-630p M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTWT---		3	\$1,500.00			0.00						
E 14	8	10/06/12	10/06/12	8 News Now Sat 5-7p CM	5-7p					----S-		:30	1	\$800.00	LV1	0.00
8 News Now Sat 5-7p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$800.00			0.00						
E 15	8	10/07/12	10/07/12	8 News Now Sun 5-7p CM	5-7p					----S		:30	1	\$1,500.00	LV1	0.00
8 News Now Sun 5-7p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$1,500.00			0.00						
E 16	8	10/05/12	10/05/12	630-7p Inside Edition	CM	630-7p				----F--		:30	1	\$1,300.00	LV2	0.00
Inside Edition																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	----F--		1	\$1,300.00			0.00						
E 17	8	10/08/12	10/11/12	630-7p Inside Edition	CM	630-7p				MTWT---		:30	2	\$1,300.00	LV2	0.00
Inside Edition																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----F		1	\$1,300.00			0.00						

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INSIDE EDITION																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	MTWT---	2	\$1,300.00	0.00												
E 18	8	10/06/12	10/06/12	Politics Now S	Sebelius CM	Various	-----S-	:30	1	\$700.00	LV2	0.00	NM		1	\$700.00	
INSIDER																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S-	1	\$700.00	0.00												
E 19	8	10/07/12	10/07/12	Sun 530-6p	Ins Ed Wkn	CM	530-6p	-----S	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00	
Inside Edition Wknd																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S	1	\$650.00	0.00												
E 20	8	10/08/12	10/08/12	Mon 8-9p	Met Mother/Partners	CM	8-9p (8:00 PM-9:00 PM)	M-----	:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00	
MOTHER/PARTNERS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	M-----	1	\$9,500.00	0.00												
E 22	8	10/09/12	10/09/12	Tue 10-11p	Vegas	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00	
VEGAS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-T-----	1	\$8,500.00	0.00												
E 24	8	10/11/12	10/11/12	Thu 8-9p	Big Bang / 2 1/2 Men	CM	8-9p	---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00	
BIG BANG/2.5 MEN																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	---T---	1	\$18,000.00	0.00												
Spot	Ch	Date Range	Description	Start/End Time		Weekdays	Length	Rate	Rtg	Type							
1	8	10/08/12-10/14/12	Thu 8-9p	8-9p		---Th-----	:30	\$18,000.00	0.00	NM							
See MG 24.2																	
[Program PE'd due NV Broadcasters Senate Debate - bco]																	
2	8	10/08/12-10/14/12	Thu 9-10p	9-10p		---Th-----	:30	\$18,000.00	0.00	NM							
(M) MG for 24.1 10/11																	
[PGM MOVED TP]																	
E 25	8	10/08/12	10/11/12	8 News Now 11p	M-F	CM	11-1135p	MTWT---	:30	2	\$2,200.00	LV1	0.00	NM	2	\$4,400.00	
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	MTWT---	2	\$2,200.00	0.00												
E 26	8	10/06/12	10/06/12	8 News Now Sat 11p	CM	11-1135p	-----S-	:30	1	\$1,100.00	LV2	0.00	NM	1	\$1,100.00		
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S-	1	\$1,100.00	0.00												
E 27	8	10/07/12	10/07/12	8 News Now Sun 11p	CM	11-1135P	-----S	:30	1	\$1,100.00	LV2	0.00	NM	1	\$1,100.00		
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S	1	\$1,100.00	0.00												
E 28	8	10/05/12	10/05/12	Letterman		CM	1135p-1237a	----F--	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00	
LETTERMAN																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	----F--	2	\$850.00	0.00												
Spot	Ch	Date Range	Description	Start/End Time		Weekdays	Length	Rate	Rtg	Type							
2	8	10/01/12-10/07/12	Letterman	1135p-1237a		----F----	:30	(\$850.00)	0.00	NM							
See MG 28.3																	
3	8	10/08/12-10/11/12	Letterman	1135p-1237a		-TWTh----	:30	\$850.00	0.00	NM							
(M) MG for 28.2 10/05																	
E 29	8	10/08/12	10/11/12			CM	1135p-1237a	MTWT---	:30	2	\$850.00	LV2	0.00	NM	2	\$1,700.00	

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				Letterman											
				Letterman											
				LETTERMAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWT---		2		\$850.00		0.00					
														Totals	33 \$94,750.00